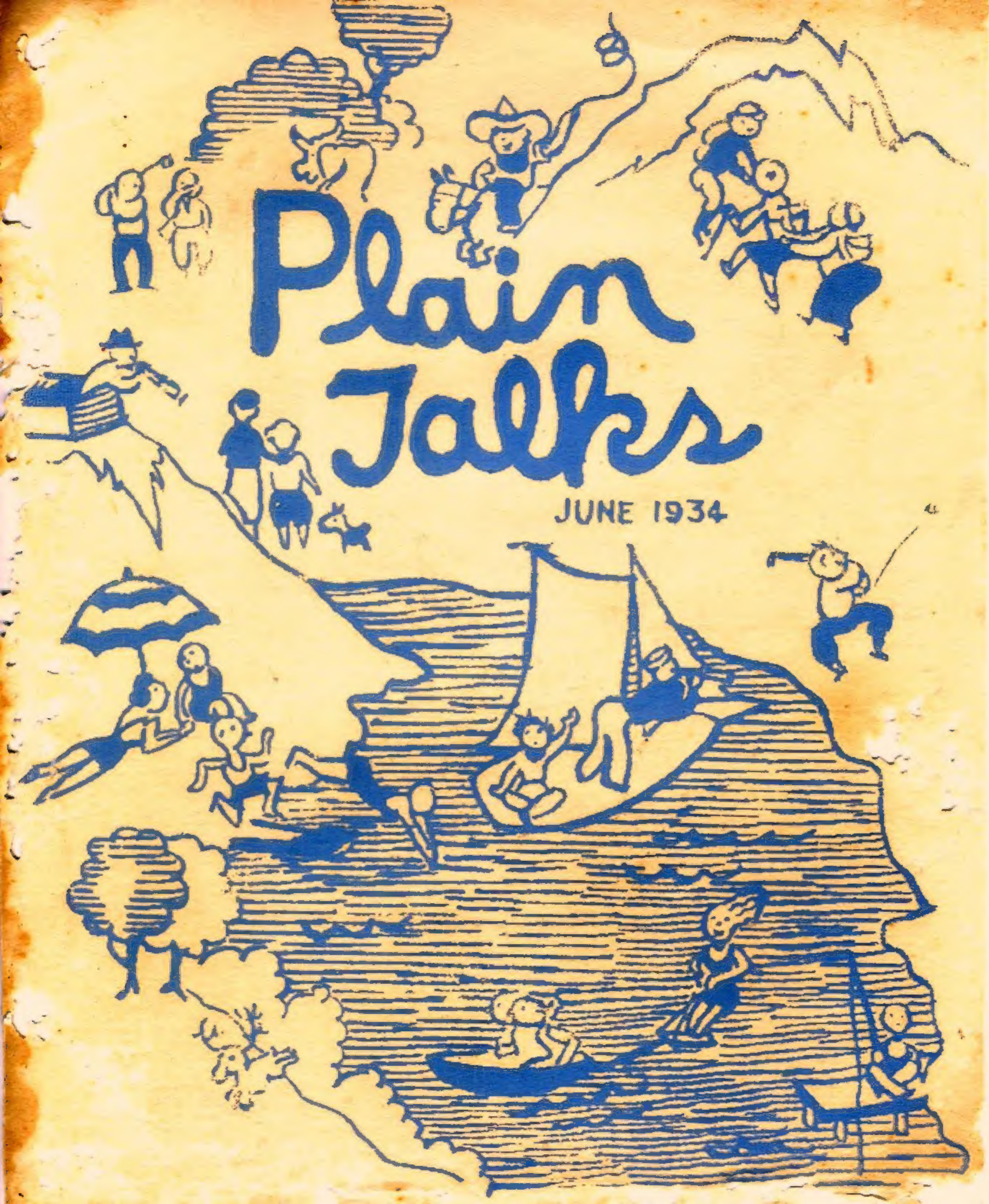


Plain Talks

JUNE 1934



THE PRESIDENT'S MESSAGE

o o o

THESE hot summer days make me wonder if enough of us realize how important the ice man is to the fortunes of Gulf States and to what extent his success affects the success of all of us. The Company has fifteen ice plants scattered around through its territory, those at Port Arthur and Lake Charles being particularly important because of the large markets they serve.

EACH week ice employees spend hours of their own time studying their business and planning means by which they can increase their output. Their sales contests are as spirited and enthusiastic as those of the electric sales department. Certainly these fellows deserve a great deal of encouragement and commendation for the fine job they are doing against odds. We take considerable pride in our record for electrical refrigerator sales, and gleefully count the number added each year by ourselves and other dealers. I am here now to say a good word for the ice man, who also takes pride in these accomplishments but at the same time goes ahead day by day doing his utmost to make his department a success.

DURING these trying days when mounting taxes and greatly increased costs of operation are retarding the Company's progress to the disadvantage of every employee, it is not a bad idea to recognize the contribution that each department and each employee is making to the fight that the Company is waging to speed the day when we shall come out on top. So let's pay our tribute now to the ice man and wish him well as he sweats away during these hot summer months, making this necessary service acceptable to our customers.

Tom Duval

MCCLURKIN & EARTHMAN JOIN TEX. UTIL. CO.

Transfers of Lee McClurkin and Hallie Earthman and changes in personnel resulting feature Commercial Department news for the month. The changes were announced by Mr. McChesney.

On June 15, Lee, after 14 years in the Sales Department, the past ten as Supt. Mdse. Sales in Navasota Division, left to accept a similar position with Texas Utilities Co., Lubbock district.

Hallie, Supt. Mdse. Sales in the Port Arthur Division, resigned to accept a similar position with that company, Marlin district. Hallie began his career with Gulf States about eight years ago in the Sales Department in Conroe. Since then he has served as Supt. Ice Departments in Port Arthur and Bryan, and Supt. Mdse. Sales in Port Arthur.

E.L. Robinson succeeds Mr. McClurkin. "Robin", in the past thirteen years has traveled thru various jobs with Eastern Texas Electric Co., the Meter Department, to the Port Arthur Meter Department as Supt., and finally to Power Salesman in Beaumont in 1926.

NEWCOMER SUCCEEDS EARTHMAN

Mr. C. Colyer comes from the Ponce Electric Co. to take over Earthman's former duties. He had

not arrived at press time so we'll have to postpone particulars until later. Needless to say, he will find a sincere welcome when he does show up.

C.F. Contois, Power Salesman in the Louisiana Division since 1927, will take over Mr. Robinson's duties in Beaumont. For two years, 1925-26, Frank served as student engineer with Baton Rouge Electric Co.

To Lee, Halley, Colyer, "Robin" and Frank go our sincere good wishes for continued success in their new jobs.

O-O

CHICKEN AND BEAN BANQUET IN PT. ARTHUR

Ice Department employees in Nederland and Port Arthur brought to a close another successful ice sales contest with a "chicken and bean" banquet in Port Arthur, June 14.

The losing team, the Wets, ate beans while their more successful colleagues, the Drys, feasted on chicken.

An interesting program followed the supper. Among the invited guests were: Mr. and Mrs. Metcalf, Mr. and Mrs. Fred Johnson, Fred Davis, W. Phillips, J.F. Jakowicz, C.M. Russell, Mrs. J.F. Naquin and Mrs. Jack Voyles.

Hi-Lites of 9th Annual Tournament



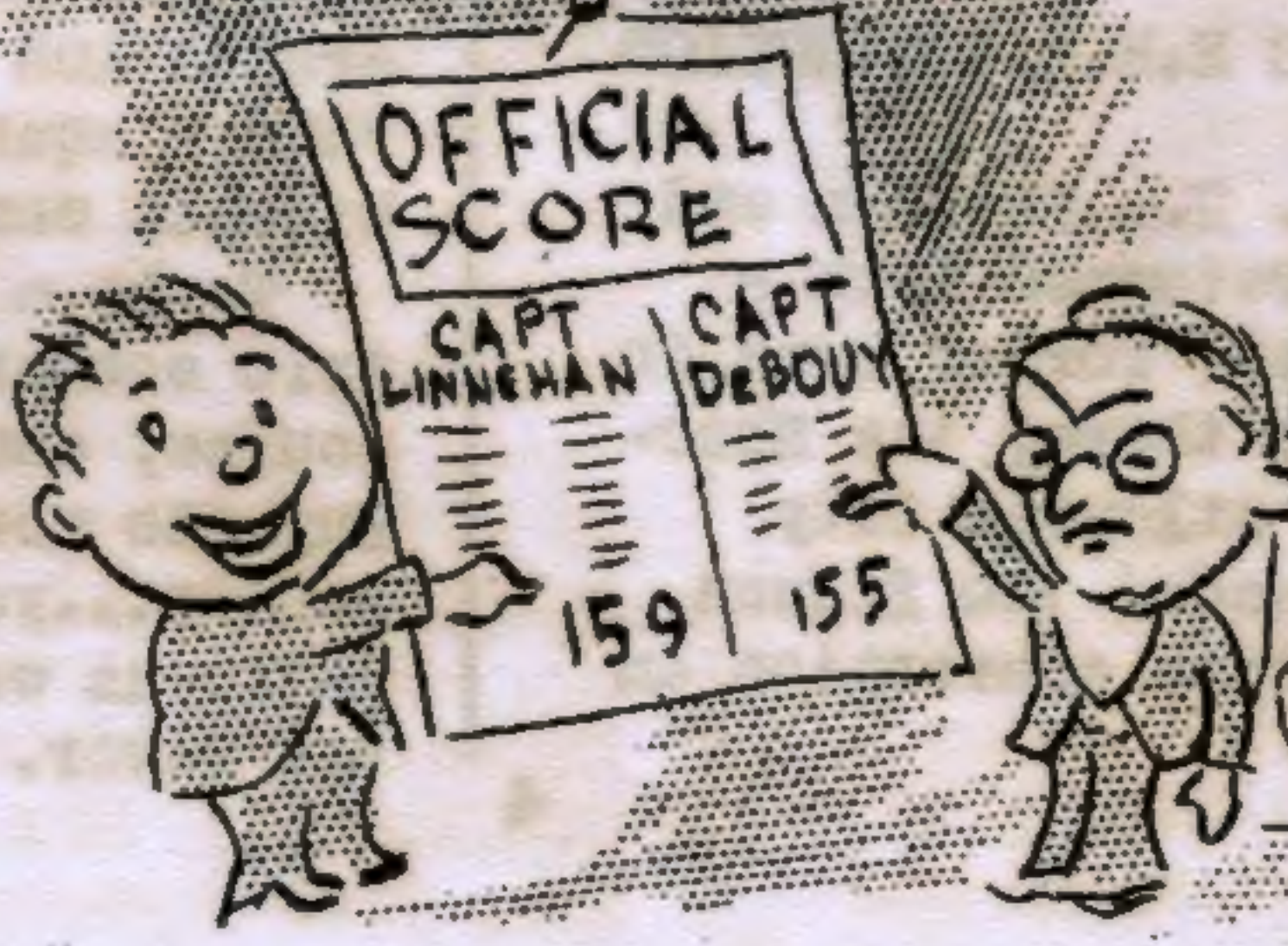
DELSGIE MILES GETS HURDLE PRACTICE WHEN SHE WINS THE \$20



TO CAPT. LINNEHAN AND TEAM



GEO. MORGAN - LILIAN FERGUSON -- ESTELLE BULLOCH AND CAP. MCCANN PUT LOUISIANA ON THE GOLF MAP



DEBARD AND BRANN VISITORS

XXX

During the latter part of May, Mr. Davis M. DeBard, Vice-president in Charge of Sales for Engineers Public Service Co., visited the Beaumont office.

Mr. Chas. A. Brann, former Supt. of E.T.E.Co. and Division Supt. of Navasota Division, and more recently Manager of Abington and Rockland properties in Massachusetts, was also a visitor in the Beaumont office during late May. Mr. Brann has taken over the general supervision of Texas Utilities Co. with headquarters in Lubbock.

O-O

MR. TERRELL TO DETROIT FOR ROTARY CONVENTION

XXX

Mr. C. F. Terrell, president elect of Beaumont Rotary Club, attended the 25th annual convention of Rotary International in Detroit, June 25-29. Enroute home, Mr. Terrell plans to stop over in Chicago and Omaha.

O-O

SHERMAN ATTENDS E.E.I. CONVENTION

XXX

Mr. and Mrs. W. A. Sherman and children have returned from a vacation in their former home in Virginia. While there, the Sherman's drove to Atlantic City where they attended the Edison Electric Institute convention on

June 5, 6, 7. After the convention they visited New York City.

.....

Mrs. Sibyl Duke, Secretary to Mr. Faber, and Mrs. Jane Adams, Secretary to Mr. Walker and Mr. Terrell, spent two weeks in Richmond and New York during May.

In Richmond, Jane and Sibyl had the pleasure of seeing many former Gulf States officials, including: the P. R. Williams', Mr. Holtzclaw, the W. E. Brown's, Mr. Reid Carlisle, and Mr. E. S. Fitz. At Roanoke they visited the C. B. Melton's, whom most of us remember as the popular Asst. Treasurer of E. T. E. Co.

O-O

IS THIS ELECTRIC RANGE WEATHER?

Ask the employee (or anyone else) who owns one!

Now is the ideal time to sell your friends and neighbors on the advantages, particularly the coolness, of electric cookery. With the thermometer sticking around 103 degrees, preparing "three squares a day" in a hot kitchen ceases to be fun.

To be a good booster of electric cookery you should, of course, own an electric range. Buy one now and enjoy it this summer...you'll be doing yourself, as well as the Company, a big favor.

BEAUMONT DIVISION

STENOGRAPHIC

Vacations: Dolcie Miles to Jena, La.; Marie Cato to San Antonio; Mary Lilyerstrom to San Antonio and Monterrey, Mex.; Ruth Morgan to Shreveport; Pearl Krauel to Orange; Ray Ridley to Galveston and San Antonio; and Muriel Lamkin to Houston and Austin.

-0-

Distribution and Transmission

Vacations: J.H.Simpson and A.L.Gager to Stephenville; D.W. Henderson fished on the Neches; L.G.Johnston to Oklahoma; N.C. Spencer to Minden and Baton Rouge; F.W.Jones to the Pacific coast; H.E.Mortimer to Belton.

Transfers: H.E.Mortimer from Distribution to Commercial Dept.; Estelle Taylor from Distribution to Accounting Dept.; C.M.Scott from Navasota to Beaumont Distribution Dept.

A.R.Sirman and W.E.Herrin came back from Louisiana with the usual quota of fish stories.

0-0

Production

Employees in the Production

Dept. are having visions of the good old days since the pointers on all instruments are "laying against the peg."



The annual Production Dept. golf tournament was held during May. R.W.Haynes and W.Spence were winner and runner up, respectively on the Championship side, and E.F.Webb and C.E.Johnson won the same honors on the consolation side. Those playing on the latter team had never played golf before. 32 employees took part in the tournament.

Born to the H.B.Beadle's
Donald Gene, June 2.

Vacations: the P. Bradshaw's to Houston; E. R. Griffith, R. W. Haynes, W. A. White and V. O. Holst to Port Bolivar; the W. H. Henderson's to Chicago, Canada, Maine and Boston; and H. J. Ripple's to Sealy, Texas.

M. C. Street spent ten days at Silsbee Ice Plant as relief operator, and R. C. Perdue put in a week at Port Arthur Ice Plant in the same capacity.

W. R. Terrell has been employed for the summer in the Production Dept.

O-O

Accounting

W. D. "Mile-a-minute" McGraw drove to Walnut, Kansas and back (1700 mi.) on a recent week-end. His sister, who is ill, returned with him.

Transfers: Velna McCarthy from Lake Charles office to replace Lourah Mae Bell, resigned.

Vacations: the Tony Fontana's to New Orleans; Julia Peterson to Navasota; the Genaro's to Houston, Marlin, Waco; the Pevoto's to McFaddin beach; the Louis Maher's to Louisiana and Navasota; Nita Hogan to Houston; Alice Ruth Mitchell to LaMesa; Willie Richard-

son to New Orleans; and the C. E. Henry's to Huntsville and Navasota.

The entire Accounting Dept. joins in congratulating its own Captain Jimmie on winning the Walker Cup in the recent golf tournament.

The four horsemen--Merchant, Futch, Murchison, and Cowser--after having made several successful fishing trips into Louisiana, were still able to compete in the golf tournament.

Bill Ricks is the new capitalist of the Accounting Dept., having won \$15 in the raffle. Anyone desiring to borrow two-bits just try and get it from Bill Ricks!!

According to reports from the banquet, Charlie Shrigley is beggin' for lovin'. What a chance for some nice girl!

Congratulations and best wishes to Miss Clover South and Mr. Tom Sterling who were married June 8 in the bride's home, 469 Magnolia Ave., in the presence of a few close friends and relatives. The newlyweds will make their home at 2949 Neches St., Beaumont.

For the past 5½ years Miss South has held the position of comptometer operator in the Billing Dept. Mary Lou Block has taken over Miss South's duties.

O-O

Hull-Daisetta

Under the Company's range replacement plan recently adopted, we have proven the desirability of electric cookery by replacing an 8-year old Crawford, an 8-year old Hotpoint, and a 15-year old Edison range with new Waldorf Electrochefs.

We have been getting our share of the refrigeration business this year. From March 1st to June 15, seventeen G-Es have found their way into Hull-Daisetta homes.

Supt. Rhea Hudnall was elected vice-president of Hull-Daisetta school board at regular meeting June 5.

Cashier Mamie Hull left June 14 for what we hope will prove to be a 2-weeks vacation. Much speculation centers about her mysterious maneuvers at this time.

P.N. Masterson, Beaumont, is with us while Mamie "vacates."

Crops in our territory are in good condition at this time with many acres of good truck

farm land being cultivated that have lain fallow for the last few years.

O-O

ORANGE

Supt. R.T. Wright and family left June 17 for a trip to the World Fair and to attend Rotary convention in Detroit.

Transfer: W.J. Frazier from Beaumont garage to Orange line crew.

R.O. McAdams, lineman, who has been helping us temporarily, left June 18 for Baton Rouge with the special line crew sent from Beaumont to help repair damage done by the recent storm.

F.B. Canter and Ed. L. Banks have been added to the force of Ice Dept. Fred Lenhard of the Water Dept. has gone to the ice platform for the summer.

Cashier Maxine Hunt has been among those missing for the past few days, being confined to her home with an infected arm.

E.T.E. NEWS

Beaumont division welcomes back J.E. Audilet and J.E. Weber, former operators who have been on extended leave of absence, and B. Humble, former operator

in the Port Arthur Division.

Born to the W.T.Hardy's,
Doris Loraine, June 16.

E.B."Red Stafford is a
temporary mechanic in Beaumont
bus garage.

Luther Hudler, E.T.E. employ-
ee for 16 years, and who at pre-
sent is operator on the Rosedale-
Pinecrest bus line, has announc-
ed his candidacy for Constable of
Precinct 1, Place 1, and is cam-

paigning vigorously for that off-
ice. Luther asks for the support
of all E.T.E. and G.S.U. employees
with the assurance that it will
be greatly appreciated.

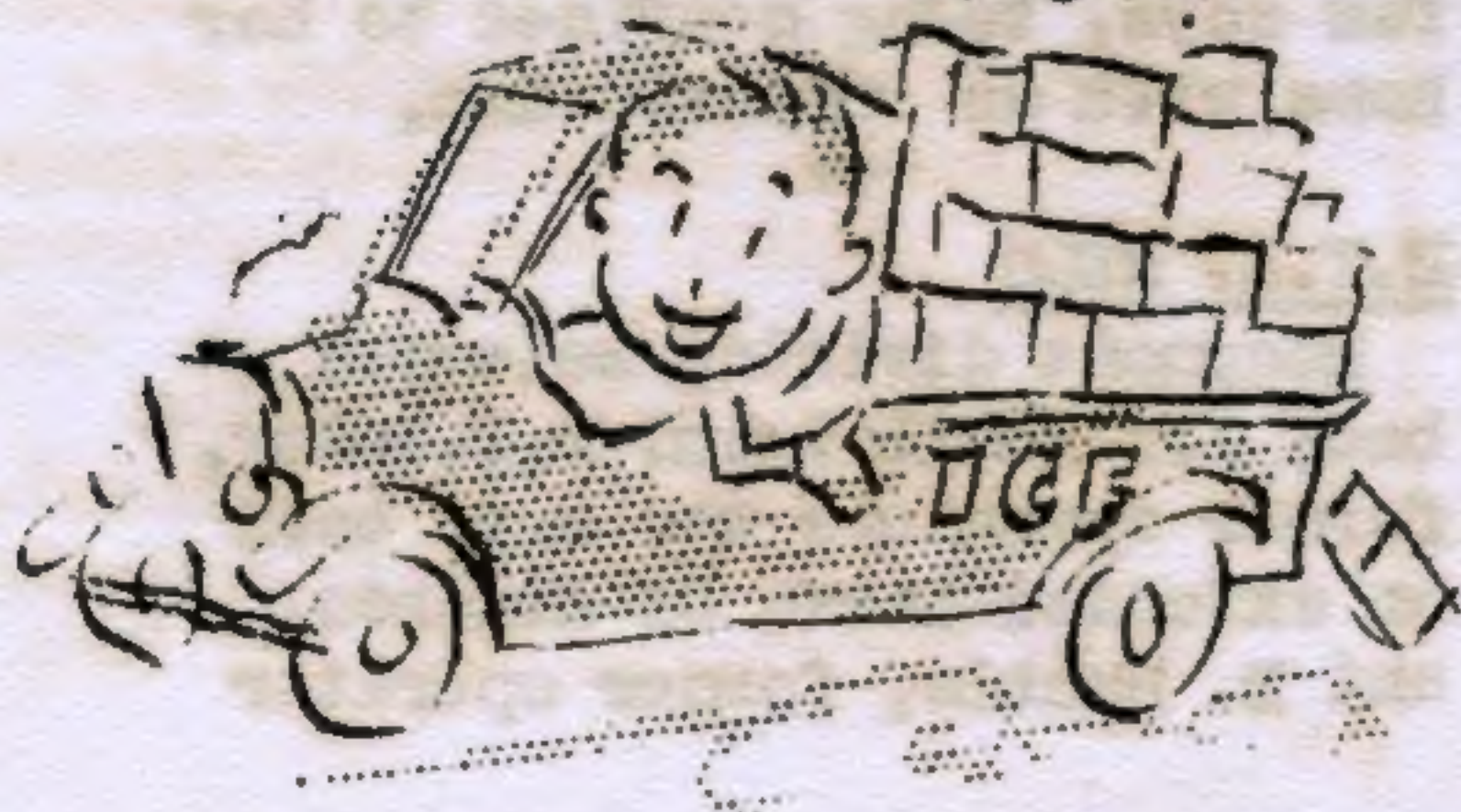
Vacations: the Joe Bagley's
spent their two weeks traveling;
the T.B.Claiborne's are vacation-
ing but we do not know where; the
R.W.Stanford's to Kerrville and
San Antonio; the P.E. Kenedy's to
New Orleans, Cleveland, and the
World Fair.

LOUISIANA DIVISION

JENNINGS

Ralph McGowen has just returned
after vacationing two weeks on the
local golf course.

— BOY
THE ICE
BUSINESS IS
HOT!



The ice plant crew is certain-
ly busy supplying the increased
demand for ice during the hot
weather.

Supt. R. E. Meisner is vaca-
tioning at the World Fair.

With the discovery and develop-
ment of two new oil fields in this
territory, things are beginning to
look mighty good again!

-0-

Lake Charles

Members of the Sales Dept. will
start their vacations June 18th,
and one by one will drop off for
various destinations, return-

ing with sun-tan and empty pockets.

with ***

It is mingled pride and regret that we wish C.F. Contois "bon voyage" as he embarks on the sea of Power engineering in the Beaumont division.

The D.W. Reeves will leave July 14 to visit the Lee Reeves in Las Cruces, New Mexico.

0-0

Lake Arthur

Crops in this section are looking extra good despite very dry weather. Irrigation motors

are running full time.

Several oil exploration crews are at work with torsion balance instruments in this vicinity.

Work on dredging a channel from Lake Arthur to the Intra-coastal canal will begin soon.

We expect to divert nine Electrochef rental ranges to sales during July.

That big Irishman, Jim Stokes, up at Elton is ahead of us in Misc. sales but we will catch up with him in the near future.

NAVASOTA DIVISION

Navasota

Frances Eimer and Inogene Davis visited in Navasota April 27-28. There is always great rejoicing when the Navasota girls hear that some of their Beaumont friends will be up for a week-end.

Navasota Division garage is proud owner of a new Dodge delivery truck. Not to be outdone, the Ice Dept. is sporting a new Chevrolet trailer-truck.

All ice plants in Navasota Division are running full capacity. Navasota plant is transferring ice to Huntsville, Trinity, Groveton, Corrigan, Madisonville, Bryan and Hempstead at the rate of 35 tons daily. This plant also furnished Stephan Ice & Bottling Co. at Bryan with 30 tons of ice recently.

Selma Schow held a cooking school in Madisonville, June 6-7.

Slim Birmingham, who has been

on leave of absence several months due to ill health, was in the office recently. We were all glad to see Slim looking so well.

J. Roy Peckham has been in our territory for past four weeks helping to cheer up the world in general.

Commercial Dept. reports 159 electric refrigerators added to our lines during April and May. 51 of these were G-Es.

Agnes Jameson and Docia Moore attended the Women's Committee meeting in Beaumont, June 21.

Frances Herbst and Bert Foskett made a flying trip to Beaumont on June 9. No details forthcoming.

Distribution Dept. has been busy the past two months building short line extensions, including one to serve the waterworks at Woodlake for the two Texas rural communities.

0-0

Conroe

Ruth Meekins, Cleveland, is taking three months off to attend Massey's Business College in Houston.

Ruth Evans, Conroe, is doing relief work in Cleveland.

R.M.Craig, Conroe Service Dept., has been transferred to Cleveland.

Hot weather has increased our ice sales...we are now selling 20 tons a day.

W.C.Sadler, cashier, has returned from his vacation.

0-0

ALVIN



Chief Engineer Sam McKenzie has taken a house down on Chocolate Bayou where his family is vacationing and entertaining friends.

Sam went out crabbing a few days ago and caught a red fish by mistake.

J.E.Birmingham, on sick leave for many moons, is back in Alvin but has not recovered sufficiently to resume his duties as electric serviceman.

T.S.Walker, relief service man, returned recently from Jacksonville, Fla., having driven there to bring back his family who spent the winter with Mrs. Walker's family.

PORT ARTHUR DIVISION

ICE

Hot weather has really boomed ice sales. We are shipping ice to Nederland, Beaumont, and Houston.

In spite of the storm that raged in Louisiana on Saturday, June 16, the wedding ceremony of Miss Beatrice Hitter and Mr.A.J. LeBlanc was duly solemnized.

Bride and groom left immediately after the wedding for a short honeymoon in New Orleans.

.....

• TSK! TSK! •

• Jules Naquin says that a
• Port Neches customer brought
• an extra 20-pounds of ice a
• few mornings ago to feed to
• his chickens to keep them
• from laying hard boiled eggs!
•

We were grieved to learn of

the death of Till Anderson's mother, June 18, and extend our sincerest sympathy to the family.
O-O

SALES

We certainly do miss Hallie Earthman...everything is so very quiet around the office now.

Blackie DeCuir returned from Moss Lake recently with a black eye. His account of the mishap is that a picture fell off the wall, but you know how a lapse of memory can affect even the best of us.

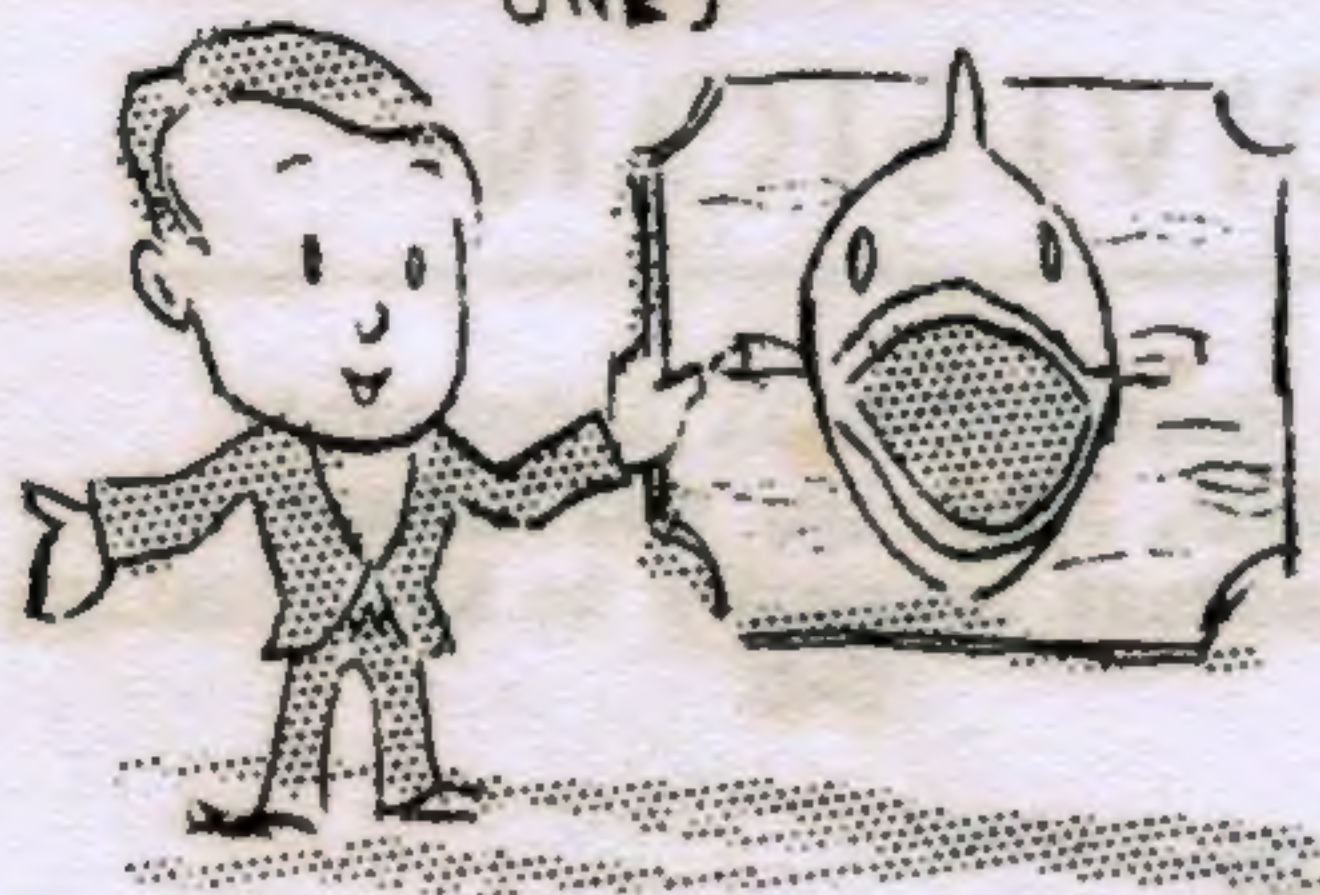
Mrs. Frances Trotti attended the State Convention of Texas Federation of Business and Professional Women's Clubs in San Antonio recently. Mrs. Trotti was reelected State Corresponding Secretary.

DISTRIBUTION

Vacations: G.H.Hawkins to the

lower Rio grande valley; Joe Pre-
jean to Houston and Galveston;
and Kirk Brock to Livingston.

THIS IS
ONE OF
THE SMALLER
ONES



Fillingame has returned from
Louisiana with a fresh stock of
fish stories. As proof of his
skill, however, he is showing a
collection of fish heads which he
has mounted.

L.K.Bankston, A.McMillian, E.
Rauschenberg, R.D.McMillian, G.H.
Hawkins, G.P.Fillingame, S.W.
Wilkes, T.M.McNeil, L.Homuth, and
Roy Robinson have received cer-
tificates for having completed a
Red Cross First Aid course. Ill-
ness prevented R.W.Matulik's fin-
ishing the course, but he ably
demonstrated benefits of his
training when his young daughter
severed a blood vessel in her
hand.

We wonder how Pop Jordan
happened to have the address of a
girl named Ruby in his zipper
coat when it was returned from
the repair shop!

E.L.Hegwood was a source of
amusement to the Telephone Co.
boys when he attempted to climb
a pole without hooks.

The U.S.Hydrographer is dock-
ing at the G.S.U. docks near
Neches Station, and is open for
inspection on Sundays.

.....
"I hear you have been spreading
reports that I am old enough to
be your mother."

"How ridiculous. I merely re-
marked that I was young enough
to be your daughter."

"My wife is very irritable;
the least thing sets her off."

"You're lucky at that, mine's
a self-starter."

The aviation instructor, hav-
ing delivered a lecture on para-
chute work, concluded:

"And if it doesn't open...
well, gentlemen, that's what is
known as 'jumping to a conclu-
sion.'"

Preacher--I touched them rather
deeply this morning, don't you
think?

Deacon--I don't know. I haven't
counted the collection yet.